**The Positioning**

**Statement**

**THE POSITIONING**

**STATEMENT**

**What**

**The only**

(insert category)

**How**

**that**

(insert differentiation characteristic)

**Who**

**for**

(insert target customer)

**Where**

**in**

(insert market geography)

**When**

**during**

(insert underlying trend)

Copyright KODEX © All rights reserved